

A large industrial robot arm, painted in a vibrant orange-red, is positioned in a factory setting. The robot is mounted on a black base and is reaching upwards towards a large, white, curved metal component, likely a car body part. The background is filled with industrial infrastructure, including metal beams, walkways, and overhead lighting, creating a complex and technical environment.

products **4** engineers

REACH THE TECHNICAL SECTOR

2021

**MEDIA
BROCHURE**

REACH THE TECHNICAL PROFESSIONAL

Products4Engineers brings together potential buyers and suppliers directly. It is a unique tool which helps professionals to find products, solutions, service providers and manufacturers for their projects. A mention on Products4Engineers offers you a high degree of product visibility and awareness, aimed at a large group of potential customers. Products4Engineers is vital to your marketing strategy.

FIND OUT ABOUT THE P4E PROFESSIONAL

What kind of professionals does Products4Engineers reach? The majority of the Products4Engineers users search for a specific product, want to stay up to date with the latest developments in the industry and read articles about the products and their applicability. Our main users include electrical engineers, product managers, production engineers, R&D workers and mechanical engineers. And it is also important to know that 50% of our users visit our website every week.

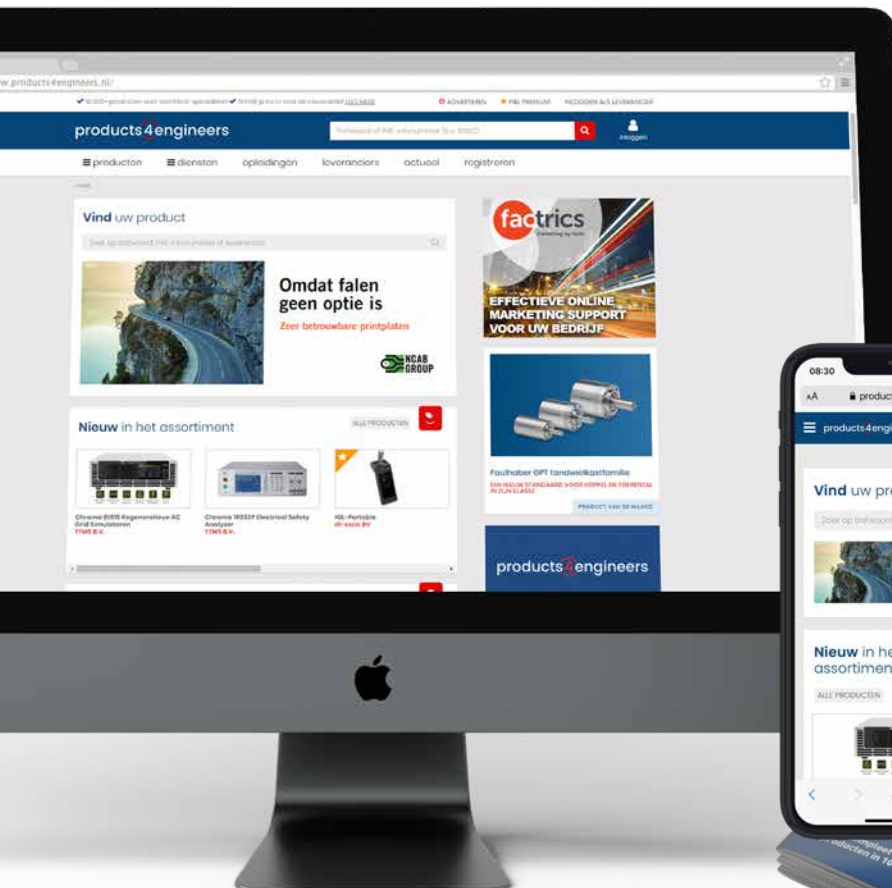
A REAL SHOP WINDOW FOR YOUR PRODUCTS, SERVICES, VACANCIES AND TRAINING COURSES

We reach the technical professionals through our cross-media channels below:

- Our website www.products4engineers.nl
- Our newsletters and E-blasts (partner mailings)
- Through various social media channels
- 2x per year a Products4Engineers magazine
- And through remarketing



Would you like your products to be visible to technical professionals?
Then do that by combining cross-media channels via Products4Engineers!




THE REACH OF p4e


 WEBSITE	 8.000 Users per month	 20.000 Page views per month
 MAGAZINE	 6.500+ Addresses for delivery	 2 Editions per year
 NEWSLETTER	 9.000+ Subscribers	 8500+ E-blast subscribers

ONLINE CALENDER

 **Weekly E-newsletter:** Thursday
E-blast: Tuesday*
*Extra limited availability on wednesday

 **Display Advertising:** Leaderboard,
Rectangle or Theme image*
*Please note: limited availability

P4E MAGAZINE 2021

 Spring edition
Theme: Drive Technology

Orders: 1 March

Artwork: 10 March

Publicatie: 24 March

 Autumn edition
Theme: Smart Sensor

Orders: 30 August

Artwork: 8 September

Publicatie: 22 September

PRODUCTS4ENGINEERS THEME WEEKS

During the Products4Engineers theme weeks, we pay extra attention to a technical theme. During these weeks, we send out theme-related newsletters. In addition, participants receive extra exposure on the theme week page on P4E.

DRIVE TECHNOLOGY WEEKS

Dates: 29 March - 30 April

SMART SENSOR WEEKS

Dates: 27 September - 29 October

YOUR TRAINING COURSES NOW ON PRODUCTS4ENGINEERS

Would you like to recruit participants for your training courses, workshops and/or webinars? Then make sure that your offer is on Products4engineers! More and more companies are organizing webinars or enhancing their services with training courses. P4E would like to help you as much as possible with a useful review for the technical sector. In addition to a detailed review on our website, we will also include you in our training course guide in the P4E Magazine.



Are you a supplier of technical products and would you like to bring these to the attention of the relevant professionals? Then become a premium supplier! By upgrading your account, you will benefit from many advantages, including extra visibility in our newsletters, for example. Your contact details will be visible on our website and you will receive contact enquiries from those who are interested directly in your inbox. You can see all the advantages in the table below.

THE ADVANTAGES OF P4E PREMIUM

	Premium 15	Premium 10	Premium 5	Basic
Company profile + description	✓	✓	✓	Limited
Logo	✓	✓	✓	✗
Address details	✓	✓	✓	✓
Email address	✓	✓	✓	✓
Telephone number	✓	✓	✓	✓
URL to your website	✓	✓	✓	✓
Social media links	✓	✓	✓	✗
Vacancies	✓	✓	✓	✗
Training courses, workshops & webinars	✓	✓	✓	Limited
Products	✓	✓	✓	Max. 5 p/m
Statistics	✓	✓	✓	✓
Contact enquiries	✓	✓	✓	✗
Case Studies & Blogs	✓	✓	✓	✗
Highlighted products	15	10	5	✗
Product in the newsletter	15	10	5	✗
Video in the newsletter	6	4	2	✗
Product in the magazine	6 per year	4 per year	2 per year	✗
	€ 1500	€ 1200	€ 800	FREE

PRICE LIST AND OPTIONS



NEWSLETTER

		price per placement
E-BLAST*	Your own HTML to our subscribers	€1.500
PRODUCT OF THE MONTH**	Your product highlighted for a month	€950
PRODUCT OF THE WEEK	Your product highlighted	€350
VIDEO	Your video highlighted as an opening message	€600
TOP BANNER	648 x 80 pixels (w x h)	€500
MID BANNER	648 x 80 pixels (w x h)	€400
ADVERTORIAL	400 characters (incl. image or logo)	€500

*We can also design your e-blast for you!

** The product of the month will be a highlight in all the newsletters of that month and placed in a text box on the home page and in the relevant categories on Products4Engineers.



WEBSITE

		price per month
LEADERBOARD BANNER*	728 x 90 pixels (wx h)	€900
RECTANGLE BANNER*	336 x 280 pixels (w x h)	€630
THEME IMAGE**	785 x 271 pixels (w x h)	€700
SPONSORED ARTICLE	450 words including images with a mention on the home page + 2x in the newsletter.	€950

*Leaderboard and rectangle banners will rotate with other banners, with an average number of impressions of 6,000 per month.

** The theme image will be linked through to your website or company page on Products4Engineers and will feature prominently on the home page or on the category page concerned.



MAGAZINE

		price per placement
COVER*	132 X 188 mm	€3.100
BACKCOVER	210 x 297 mm	€2.700
INSIDE FRONT	210 x 297 mm	€2.700
INSIDE BACK	210 x 297 mm	€2.500
1 / 1 PAGE	210 x 297 mm	€2.470
1 / 2 PAGE VERTICAL	90 x 268 mm	€1.680
1 / 3 PAGE HORIZONTAL	189 x 86 mm	€1.280

A different format? Enquire about the possibilities. All dimensions are b x h, 3mm bleed required for a whole-page advertisement (back cover, inside front, inside back & 1/1 page).

* Your image on the cover including 1/1 page article on the inside.

SPONSORED ARTICLE	1 page article (450 words) with images and contact details in P4E magazine. This article will also be highlighted in the newsletter and on the home page for a month.	€2.500
COVER PRODUCT HIGHLIGHT	70 words with an image and the remaining 70 words on the inside.	€500

THEME WEEKS

NEW

Become part of the Products4Engineers theme weeks. Get extra visibility with one of the sponsor packages below.

MAIN SPONSOR	€1.995
MEDIUM SPONSOR	€1.295
SPONSOR	€795

TRAINING COURSES

NEW

For extra visibility, we will add your training courses to our email special and training course section in the Autumn edition of P4E magazine. Prices per training course:

NEWSLETTER	€149
MAGAZINE	€149
COMBINATION	€249

Premium advertisers on Products4Engineers will be eligible for the quantity discounts below.

1 - 3 TRAINING COURSES	10%
4 - 6 TRAINING COURSES	20%
6+ TRAINING COURSES	30%



REMARKETING

Display your advertisements for a month to P4E website visitors via Google Remarketing. We can also design the standard display banner for you!

STANDARD DISPLAY BANNER*	€500
DYNAMIC CAMPAIGN**	€675

*A rectangle banner of 300 x 250 pixels or a leaderboard of 728 x 90 pixels (b x h). Different formats are also possible.

** We will configure your campaign with images, titles and text. We will monitor and optimise this for the duration of the campaign.